



## **Request for City Council Committee Action from the Department of Communications**

**Date:** July 16, 2012

**To:** The Honorable Betsy Hodges, Chair Ways and Means/Budget Committee

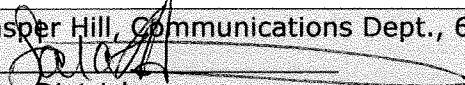
**Subject:** **Accept donation of broadcast time for public service announcements**

**Recommendation:** The City Council approve a resolution accepting donated broadcast airtime from Comcast Cable for public service announcements.

**Previous Directives:**

### **Department Information**

Prepared by: Casper Hill, Communications Dept., 673-2342

Approved by:   
Sara Dietrich  
Director of Communications

Presenters in Committee: Bridgette Bornstein

### **Financial Impact**

- No financial impact

### **Supporting Information**

Comcast Cable provides organizations and agencies the opportunity to air public service announcements on cable television free of charge. The free broadcast time is made available when Comcast has unsold advertising timeslots.

For April, May and June 2012, the City of Minneapolis has utilized this free airtime to promote awareness and understanding of new bike lane and shared lane markings on streets throughout the city.

The donated airtime varies month-to-month because the unsold slots vary, so the total cannot be tallied until after the public service announcements have aired. Comcast has expressed an interest in continuing to offer donated time slots to the City of Minneapolis for public service announcements in the foreseeable future.